

**HOW MUCH INFLUENCE****DO YOU HAVE?**

Everyone no matter who they are, has some form of influence over others. Don't believe it? How about your boss, spouse, or commanding officer. The list could go on and on, but you get the idea. The point is that we, as safety professionals, should always be open for an opportunity to peddle our influence. In this particular job, we are "our brothers keepers". This is a 24/7 job.

We can't be constantly planning and executing safety seminars but we can get people "under our spell". One of the best methods is the use of posters. Hang them everywhere. *They are your silent messenger.* And they work 24/7. Where do you get them? If you are lucky enough to be at or near a military base, visit their safety shop. They will probably load you up with more than you can carry. So will the FAA. Every state has an equivalent to a highway patrol office. They love it when someone wants to spread some safety influence for them. And, don't forget your local fire department. Other state and federal agencies also offer support in this area. And, don't forget AOPA/Safety.

Also, try the internet. You will find some really unique and pointed safety posters on the internet.

To list a few:

[www.printshop101.com/safety](http://www.printshop101.com/safety)

[www.safe-e-training.com/safety\\_posters](http://www.safe-e-training.com/safety_posters)

[www.natasafety1st.org/posters](http://www.natasafety1st.org/posters)

[www.afsc.af.mil/art/index/asp?gallery](http://www.afsc.af.mil/art/index/asp?gallery)

You are only limited by your imagination and your search engine

**BE RELEVANT!**

Be sure to direct your message to the right audience, at the right time and at the right place. It makes no sense to place a flying safety poster in a bingo club. Preach to the listeners not the choir. Items dealing with winter WX should be focused upon during the proper season, etc. Water sports & safety should be addressed during the "101 critical days of summer madness".

Place your posters in thoughtful positions. It goes without saying that your safety bulletin boards will have safety posters and literature on them, but often this is overlooked. *Be innovative.* Look for places that people congregate such as meeting rooms, crew cabs and eating areas. A really good place to capture a person's attention is in a place we all go more than once a day, the rest room. A poster hanging over the ceramic throne will be read more times than you could imagine. Place them accordingly in reference to ladies/mens quarters. Also, in the interest of safety, have someone of the proper gender place your posters in such places. **CHANGE** your posters frequently. If the same image is left up too long, it will mentally disappear to those that have seen it too many times.

Finally, don't be afraid to make up your own

posters.

**THIS IS YOUR NEWSLETTER: LETS HEAR FROM YOU:  
SEND YOUR COMMENTS, TIPS AND IDEAS TO:**

**Lt Col Wally Jaynes, CAP Deputy Director of  
Safety  
Pacific Region**

